

PROMOTION FORMULAS

PACKS: BUY 2 GET 1 FREE

B1G1F PRODUCT ORDERING FORMULA (Four Brand Styles) (One (1) Display Per Account)		<u>#/Sleeves Per SKU</u>	<u>Billing Per SKU (@40 Units)</u>	<u>#/Offers Per Display</u>	<u>(@40/SKU)</u> <u>#SKUs Per 6M Case</u>	<u>#/Offers Per 6M Case</u>
#Retail Accts x 2 (B1G1F) / 30 (6M Case) = Amount Per Brand Style		40 Sleeves	8 Cartons	40	3.75	150

PACKS: BUY 2 GET 2 FREE

B1G1F PRODUCT ORDERING FORMULA (Four Brand Styles) (One (1) Display Per Account)		<u>#/Sleeves Per SKU</u>	<u>Billing Per SKU (@20 Units)</u>	<u>#/Offers Per Display</u>	<u>(@20/SKU)</u> <u>#SKUs Per 6M Case</u>	<u>#/Offers Per 6M Case</u>
#Retail Accts x 4(Ctns) / 15 (B1G1F 6M Ctns) = Amount Per Brand Style		20 Sleeves	4 Cartons	20	3.75	75

PACKS: BUY 3 GET 3 FREE

B1G1F PRODUCT ORDERING FORMULA (Four Brand Styles) (One (1) Display Per Account)		<u>#/Sleeves Per SKU</u>	<u>Billing Per SKU (@20 Units)</u>	<u>#/Offers Per Display</u>	<u>(@20/SKU)</u> <u>#SKUs Per 6M Case</u>	<u>#/Offers Per 6M Case</u>
#Retail Accts x 6(Ctns) / 15 (B1G1F 6M Ctns) = Amount Per Brand Style		20 Sleeves	6 Cartons	60	2.5	150

CARTONS: BUY 1 GET 5 PKS FREE

GRATIS PRODUCT ORDERING FORMULA (Four Brand Styles) (One (1) Display Per Account)		<u>#/Sleeves Per SKU</u>	<u>#/Cartons Per Display</u>	<u>#/Offers Per Display</u>		
		60 5-Ctn Sleeves	60 Cartons	600		

CARTONS: BUY 2 GET 1 FREE

GRATIS PRODUCT ORDERING FORMULA (Four Brand Styles) (One (1) Display Per Account)		<u>#/Sleeves Per SKU</u>	<u>#/Ctns Per Floorbase Display</u>	<u>#/Offers Per Display</u>		
		60 3-Ctn Sleeves	90 Cartons	900		

PROMOTION FORMULAS

PREMIUMS: 2-PACK PURCHASE

PRODUCT ORDERING FORMULA (Two Brand Styles) (One (1) Display/SKU Per Account)	#/Premiums Per SKU	Billing Per SKU (@20 Units)	#/Offers Per Display	(@20/SKU) #/SKUs Per 6M	#/Offers Per Case
#/Retail Accts x 2 (Ctns) / 30 (Ctns 6M) = Amount Per Brand Style	20 Premiums	4 Cartons	20	7.5	150

PREMIUMS: 3-PACK PURCHASE

PRODUCT ORDERING FORMULA (Two Brand Styles) (One (1) Display/SKU Per Account)	#/Premiums Per SKU	Billing Per SKU (@20 Units)	#/Offers Per Display	(@20/SKU) #/SKUs Per 6M	#/Offers Per Case
#/Retail Accts x 3 (Ctns) / 30 (Ctns 6M) = Amount Per Brand Style	20 Premiums	6 Cartons	20	5	100

COLLECTOR PACK PROMOTIONS

PRODUCT ORDERING FORMULA COUNTER DISPLAYS (5 Brand Styles: One Display @ Acct)	#/50PK Ctr Displays Per SKU	Billing Per SKU (@50 Units)	#/Offers Per Display	(@1/SKU) #/SKUs Per 6M	#/Offers Per 6M Case
#/Retail Accts / 30 (6M Case) = Amount Per Brand Style	1 Counter Display	5 Cartons	50	6	300

PRODUCT ORDERING FORMULA COUNTER DISPLAYS (4 Brand Styles: One Display @ Acct)	#/40PK Ctr Displays Per SKU	Billing Per SKU (@40 Units)	#/Offers Per Display	(@1/SKU) #/SKUs Per 6M	#/Offers Per 6M Case
#/Retail Accts / 30 (6M Case) = Amount Per Brand Style	3 Counter Displays	4 Cartons	40	7.5	300

DPC (Distributor Promotion Coverage): BUY 1 GET 1 FREE

B1G1F PRODUCT ORDERING FORMULA (Four Brand Styles) (One (1) Display Per Account)	#/Displays Per SKU	Billing Per SKU (@ 20 Units)	#/Offers Per Display	(@1/SKU) #/SKUs Per 6M	#/Offers Per 6M Case
#/Retail Accts x 2 (B1G1F) / 30 (6M Case) = Amount Per Brand Style	5	2 Cartons	20	7.5	150